

TECHNICAL SPECIFICATIONS

for placing advertisements in publications of MURATOR Publishing House in 2007

Print-ready advertisements submitted to the Publishing House

I. File preparation

1. File formats

No files will be accepted if saved or created in COREL DRAW!

Vector graphics: EPS file format – all fonts used must be converted to curves.

Raster graphics: EPS, TIFF, JPEG formats (maximum quality loss up to 20%).

Typesetting: InDesign CS (not CS2) for Macintosh (the file should be provided with all fonts and graphics attached); QuarkXPress 3.32, 4 x for Macintosh (please attach all fonts used – must be Type 1).

Colour model: CMYK process colours are required.

Separation based on CMYK colour space tables will be carried out for files in RGB or PANTONE colours. Colours will be changed.

Black solids must have a 40% Cyan underlay.

Resolution: lineart 600 dpi, greyscale and CMYK 300 dpi.

File size: the maximum size of a whole-page input is 40 MB.

2. Bleed

In the case of whole-page bleed ads, allow 5 mm for bleed. Graphics and text to be at least 8 mm from the trim line.

On the first opening page in *Architektura* monthly, graphics and text to be at least 10 mm from the trim line.

3. Text

Reversed-out or solid ink text with type size of less than 10 points should be single typeface, not less than 8 points. Black text should only contain C = 0%, M = 0%, Y = 0%, K = 100%. Otherwise the text will be mismatched. Black text on tint areas, halftone illustrations, large solids must always be overprinted.

4. Lines

Minimum thickness of lines for line-work originals: monochrome on a white background – min. 0.25 mm, reversed-out – min. 0.5 mm, four colours – min. 0.8 mm.

5. Spread format

2 x I/I page format width, for each of the above titles.

6. In designing spread ads, please take into account the type of binding for the title concerned. For glued spines allow min. 5 mm for trimming, for bound spines – no trimming. When designing ads, please pay special attention to spreads: cover + first opening page and bleed image spreads (to be prepared in accordance with a scheme supplied by the Advertising Office Consultant).

The above scheme does not guarantee that the image will be aligned perfectly at the spine. It is only an attempt to eliminate image fading at the gutter when a glued-spine copy is not fully opened.

II. Naming conventions:

The file should be named in an unambiguous way, e.g. a file with an xxx advertisement for Murator 3/2007 should be named mur03_2007_xxx.

Files containing advertisements with unclear names, which fail to identify the magazine in which the ad is to appear, will be rejected.

III. Submission of an ad file

1. Acceptable media

CD's, DVD's, Please describe the content of the specific medium in a clear and precise manner.

No advertisements will be accepted on negatives.

2. Internet: e-mail: produkcja@murator.com.pl

When submitting material by e-mail, please observe the format guidelines. The file should be compressed by any of the following programs: Stuff-It, ARJ, RAR, ZIP, Disk Doubler or using internal compression methods (JPEG, LZW, etc.)

The maximum capacity of the mailbox is 5 MB.

3. File server: ftp.murator.com.pl

User: ftp, password: murator@

Important! We use this facility only to download and store advertising material and ads.

Please upload files greater than 5 MB onto the ftp server. File name may not contain any Polish letters or special characters. For suggested naming convention please see Section II.

All ad files sent by e-mail or ftp must be accompanied by a pictorial file with register marks (showing ad position on the page) in jpg or pdf format, sent to: ftp_reklama@murator.com.pl together with identification of the title for which the ad is intended, the issue (e.g. Zdrowie 2/2007) and contact details – full name and telephone number of the person responsible for advertising in case of any problems with the file.

4. Printouts

A hardcopy must always be attached to a medium or sent separately for a file delivered by email. The printout should carry a legible filename (e.g. mur02_2007_xxx) and the address from which the file has been mailed. The entire project printout should be made at 1:1 scale. **Where an ad is sent by email of ftp, a pictorial file or printout must also be delivered.**

NO CLAIMS WILL BE ACCEPTED in the event of failure to meet the above requirements (incorrect file name, no pictorial file or printout).

The Publishing House will endeavour to obtain a printed colour that is as close to the customer's colour sample as possible, provided that it is compatible with MURATOR's proof, which is calibrated with the printing unit.

IMPORTANT!

No claims will be accepted for print-ready advertisements submitted after the advertising material submission deadline specified in the schedule. Claims concerning the colour of a printed advertisement will be considered only when a digital proof made according to the standards adopted by MURATOR Publishing House is submitted with such print-ready advertisement. MURATOR Publishing House will prepare a digital proof at the customer's prior request. MURATOR Publishing House will not be liable for any incorrectly prepared files and hereby makes the customer aware of the possibility of colour differences arising in relation to colour samples.

If in doubt, please contact the Production Department of MURATOR Publishing House on (+48) 22 59 05 341, 59 05 118, 59 05 237.

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Material submitted to the Publishing House for production of an advertisement

1. Text

Text in the electronic form on a carrier or sent per e-mail, or in the form of a typescript or manuscript (legible with indications marked). Material submitted in the electronic form will be in one of the following file formats: ASCII, MacWrite, MS Word 6.0.

2. Trademark (LOGO)

Logo in the electronic form on a carrier or sent per e-mail (Macintosh platform with fonts converted to curves, colours in CMYK), or as a paper printout (letterhead, business card – with a description of the colours in CMYK and font identification).

3. Pictorial material

Pictorial material in the form of:

- slides (respectively, coloured or black and white),
- photographic paper prints (glossy paper),
- printouts from folders or graphics and drawings by hand.

We do not accept negatives.

4. Original copies should:

- be clean, crease-free,
- have proper sharpness,
- be well-exposed (slides).

5. Material made by hand (drawings, graphics etc)

Should be carried out on a flexible ground within visible texture to avoid its reproduction.

6. Size

- the maximum size of original copies on flexible ground – 450 x 450 mm,
- the maximum size of original copies on inflexible ground (e.g. cardboard) – 210 x 297 mm

7. Original copy zooming

- **slides** – zooming should not exceed 1000% (MURATOR is able to zoom an original copy up to 3000%, yet a significant loss of quality has to be taken into account)
- **prints, ready printed material (e.g. leaflets, folders etc)**
- 100% reproduction (no zooming)

8. Special orders

Original copies which require special processing (touch-up, trick editing) must be described in a clear and accurate manner.

9. Authorization

An advertisement produced by MURATOR Publishing House will be e-mailed or faxed in order to obtain an authorization. Objections in a written form or acceptance of the design should be submitted within 3 days as from the delivery of such advertisement by Murator Publishing House. Unless objections are submitted in writing by the Ordering Party within 3 days as from the delivery of the advertisement design by MURATOR Publishing House, it will be deemed that the design has been accepted unconditionally.

In the event that the submission deadline for material to be used in production of the advertisement is not met, MURATOR Publishing House will not be obliged to submit the produced advertisement for acceptance.

No claims will be accepted for advertisements produced by MURATOR Publishing House from material submitted by the customer after the deadline specified in the schedule.

In all national publications, the Publishing House will charge 10% of the price list value of the advertising space purchased, however not less than PLN 100 (net) for production of the advertisement design (which includes scanning of pictorial material and logos, together with their processing, editorial revision, pre-press, coloured proofs), without the right to reprint the advertisement design.

IMPORTANT:

The maximum insert format should be a 1/1 page format less 10 mm on each side for all the above titles.

Unless provided to the contrary in the agreement, the Ordering Party is obliged to deliver with its own expense its ready advertising material, developed in accordance "Technical Specifications" for a given title of the Publishing House, on a date specified therein, to the Production Department of the Publishing House (03-812 Warsaw, ul. Kamionkowska 45). Advertising material deliveries are accepted on week days between 9.00 am and 8.00 pm.

Murator Publishing House is not liable for quality of advertising material published if submitted after the deadline.

Valid "Technical Specifications" are available in the Advertising Office of the Publishing House at ul. Kamionkowska 45, Warsaw. The Ordering Party may order placement of an advertisement only in a size corresponding to the format acceptable for a given title of the Publishing House.

Whenever a repeated placement of an ad is ordered, the Publishing House will publish the last submitted advertising material. The Ordering Party should notify the Publishing House of any intended changes to the advertisement design before the deadline specified in the schedule for submission of the advertising material. In the event

that the Ordering Party wishes to have the submitted advertising material (original copy, including the carrier) returned after use, the Ordering Party must make such reservation in the agreement. If such reservation is made, the advertising material will be returned immediately upon expiry of the period specified for assertion of claims due to defects of the material published, if any. Otherwise, the material will not be returned by the Publishing House.

The Publishing House reserves the right to mark the advertisements (pages purchased or parts thereof), e.g. with an inscription ADVERTISEMENT. The Publishing House is obliged to produce a publication with the highest printing quality available to it.

The Publishing House is not liable for the contents of the advertisements published.

The Customer does hereby declare that no rights to trademarks, trade names, trade secrets, distribution or publishing rights, copyrights or publishing rights are violated by submission of the advertising material and particularly that while submitting the text and pictorial material (drawings, photos etc), the Customer does so with a permission of the author to dispose of the work to the extent required for performance of the agreement. The above provisions apply respectively to use of image in the advertising material submitted.

Please follow the specifications for preparation and sending of files to the Publishing House, if in doubt please contact us on:
022 59 05 118, 59 05 237, 59 05 341

TECHNICAL SPECIFICATIONS^{NO.....}

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Advertisement formats (net – after trimming). 5 mm bleed should be allowed on each side for bleed advertisements.

1. „Murator”

	Width (mm)	Height (mm)
1/1 bleed	203	275
1/1 glossy bleed	198	275
1/2 vertical bleed	100	275
1/2 horizontal	176	116
1/2 vertical	85	237
1/4 vertical	85	116
1/4 horizontal	176	55
1/8 horizontal	85	55
junior page	116	185

2. Regional supplements to „Murator” monthly

	Width (mm)	Height (mm)
1/1 bleed	203	275
1/1 glossy bleed	198	275
1/2 horizontal page mirror	176	116
1/2 vertical page mirror	85	237
1/4 vertical page mirror	85	116
1/4 horizontal page mirror	176	55
1/8 horizontal page mirror	85	55

3. „M jak mieszkanie”

	Width (mm)	Height (mm)
1/1 bleed	210	280
1/1 glossy bleed	198	275
1/2 vertical bleed	103	280
1/2 horizontal bleed	210	138
1/3 vertical bleed	72	280
1/4 vertical bleed	102,5	138
1/4 horizontal bleed	210	70

4. „Dobre Wnętrze”

	Width (mm)	Height (mm)
1/1 bleed	230	295
1/2 vertical bleed	110	295
1/2 horizontal bleed	230	125
1/3 only vertical bleed in the editorial part	79	295
2/3 bleed at the footer	145	295
1 module	60	60
1 business card	60	17

5. „Zbuduj dom”

	Width (mm)	Height (mm)
1/1 bleed	210	278
1/2 horizontal bleed	210	139
1/2 horizontal in mirror	186	126
1/2 vertical bleed	101	278
1/2 vertical in mirror	89	247
1/4 vertical in mirror	89	126
1/4 horizontal in mirror	186	56,5
1/4 horizontal bleed	210	69,5

6. „Murator” - special issues

	Width (mm)	Height (mm)
1/1 bleed	203	275
1/1 page mirror	174	230
1/2 vertical page mirror	84	230
1/2 horizontal page mirror	174	112
1/4 horizontal page mirror	174	53,7
1/4 vertical page mirror	84	112

7. „Podróże”

	Width (mm)	Height (mm)
1/1 bleed	180	232
1/3 vertical bleed	59	232
1/3 horizontal bleed	180	69
1/2 vertical bleed	85,5	232
1/2 horizontal bleed	180	112
1/4 horizontal bleed	180	40
2/3 vertical bleed	117,5	232
junior page	117,5	156
1 module – business card	49	49

8. „Podróże polecają”

	Width (mm)	Height (mm)
1/1 bleed	187	270
1/2 horizontal	156	117
1/2 vertical bleed	90	270
1/4 horizontal	156	56
1/8 horizontal	156	28

9. „Katalog odzieży i sprzętu turystycznego”

	Width (mm)	Height (mm)
1/1 bleed	201	275
1/2 horizontal bleed	201	135
1/4 horizontal bleed	201	67

10. „ARCHITEKTURA-murator”

	Width (mm)	Height (mm)
1/1 bleed	230	310
1/1 glossy	220	310
1/2 vertical bleed	115	310
1/2 horizontal bleed	230	155

11. „Dobry Wybór”

	Width (mm)	Height (mm)
1/1 bleed	230	295
1/2 horizontal bleed	230	141
1/2 vertical bleed	114	295
1/3 horizontal bleed	230	97
1/3 vertical bleed	80	295

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12. „Żagle”

	Width (mm)	Height (mm)
I/1 bleed	230	295
I/2 horizontal bleed	230	144
I/3 vertical bleed	81	295
I/4 horizontal bleed	230	70
junior page	145	203
I module – business card	63	15

13. „What Where When” POLAND

	Width (mm)	Height (mm)
I/1 bleed	175	232
I/2 horizontal	150	94
I/3 vertical	47	192
I/4 horizontal	150	45
I/6 horizontal	98.5	45
I/6 vertical	47	94
I module	47	45
I/2 module	47	20.5

14. „MURATOR Projekty Domów”

	Width (mm)	Height (mm)
I/1 bleed	230	300
I/2 page horizontal bleed	230	146
I/2 page horizontal in mirror	210	134
I/2 page vertical bleed	111	300
I/2 page vertical in mirror	101	276
I/4 page vertical in mirror	101	134
I/4 page vertical bleed	111	146

15. „Zdrowie”

	Width (mm)	Height (mm)
I/1 bleed	180	232
I/2 vertical bleed	87	232
I/2 horizontal bleed	180	113
I/3 vertical bleed	60	232
I/3 horizontal bleed	180	74
I/4 vertical bleed	87	113
junior page	111	164
module 3x2	115	99
module 2x3	80	150
module 4x1	157	47
I module – an all-in-line guide	38	47

16. „M jak mama”

	Width (mm)	Height (mm)
I/1 bleed	210	280
I/2 vertical bleed	103	280
I/2 horizontal bleed	210	138
I/3 vertical bleed	72	280
I/4 vertical bleed	102,5	138
I/4 horizontal bleed	210	70
module	57	59

17. „Szlaki wodne 2006” „Jachty żaglowe i motorowe 2006”

	Width (mm)	Height (mm)
I/1 bleed	230	295
I/2 horizontal bleed	230	147
I/4 horizontal bleed	230	74

18. „INFORMATOR ROLNICZY-murator”

	Width (mm)	Height (mm)
I/1 bleed	187	275

19. „INFORMATOR BUDOWLANY-murator” „INFORMATOR INSTALACYJNY-murator”

	Width (mm)	Height (mm)
I/1 bleed	187	275
I/2 vertical	76	249
I/2 horizontal	163	120

20. „Urządzamy dom i mieszkanie”, „Wnętrza komercyjne”

	Width (mm)	Height (mm)
I/1 bleed	230	295

21. „INWESTYCJE BUDOWLANE”

	Width (mm)	Height (mm)
I/1 bleed	230	295

22. „Dziecko, zakupy i my”

	Width (mm)	Height (mm)
I/1 bleed	203	275

Formats of advertisements on editorial pages

I/2 horizontal bleed	203	137,5
I/3 horizontal bleed	203	92
I/4 horizontal bleed	203	69
2/3 vertical bleed	128	275
I/3 vertical bleed	69	275

Formats of advertisements on presentation pages

I/2 horizontal page mirror	179	121
I/4 vertical page mirror	90	121
I/4 horizontal page mirror	179	61